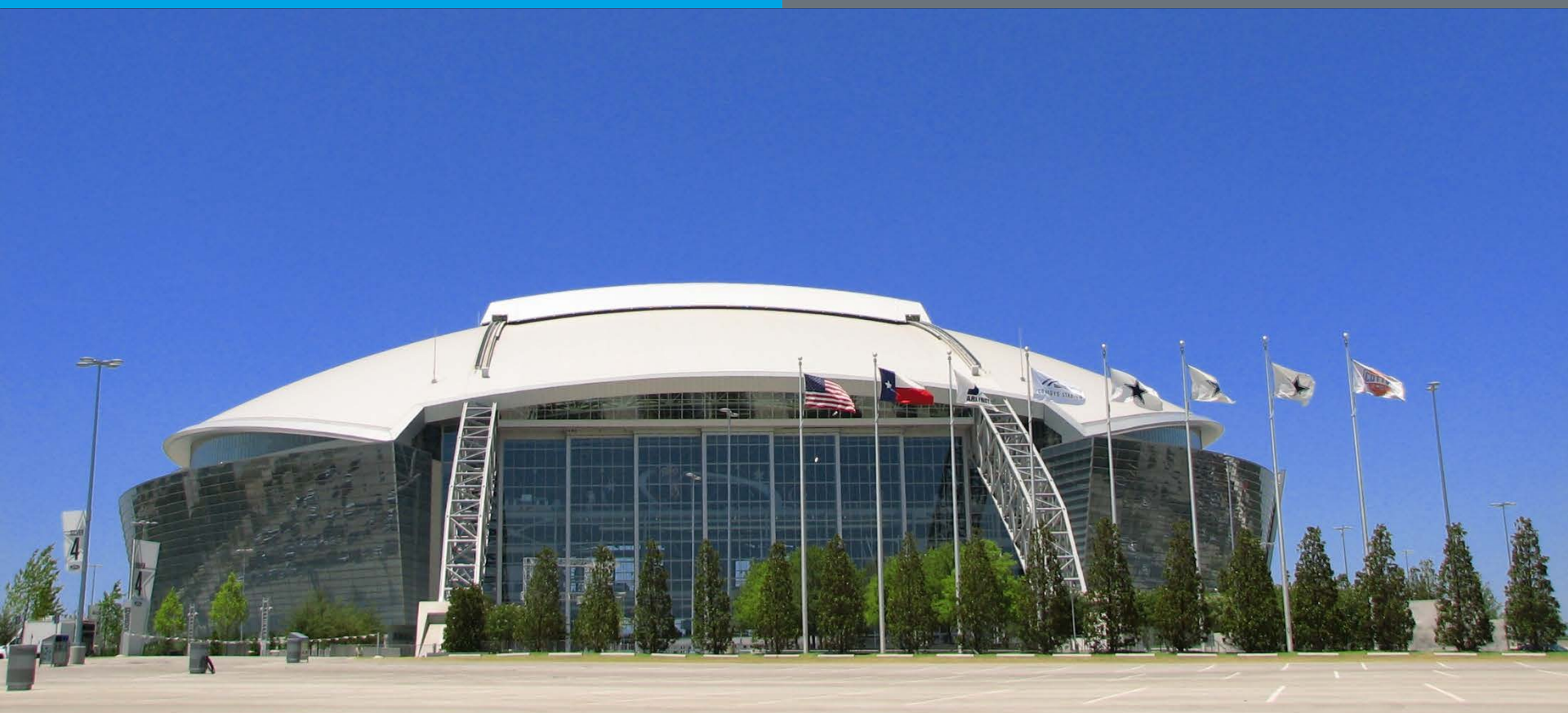


MOVING NORTH TEXAS FORWARD BY ADDRESSING ALTERNATIVE FUEL BARRIERS



Presenter: Pamela Burns
North Central Texas Council of Governments
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Project ID# TI054

Timeline

- Start: February 1, 2013
- End: January 31, 2015
- Percent Complete: ~53%

Budget

Total Project: \$549,300

- DOE Share: \$500,000
- Cost Share: \$49,300

Budget Period 1: \$315,000

- Expended: \$106,556 *
- Received: \$45,105 *

Budget Period 2: \$185,000

- Expended: \$6,974*
- Received: \$0 *

Percentage Spent: 23%^

Barriers Addressed

- Lack of Technical Expertise
- Consumer Reluctance

Subrecipient Partners

- Dallas County Schools
- National Biodiesel Board
- North Texas Commission
- The Sales NetWork
- West Virginia University

*As of January 31, 2014

^As of February 28, 2014

Objectives

Target and remedy obstacles to alternative fuel vehicle adoption and use in regional and/or statewide sectors and niche markets by addressing the following four initiatives:

- Policy
- Barrier Reduction
- Safety and Training
- Market Development/Outreach

Supports VTP Goals

- By 2020, achieve a petroleum reduction of over 2.5 billion gallons per year through voluntary adoption of alternative fuel vehicle and infrastructure
- Ease market introduction of alternative fuels and new electric drive vehicle technologies
- To provide technical and educational assistance to support local communities and partnerships that promote better understanding of the benefits of these new technologies

Policy Initiatives Milestones

- Identify outdated elements of Clean Fleet Vehicle Policy – Complete
- Research/review existing clean fleet policies – Complete
- Establish list of recommended clean fleet policy elements – Complete
- Draft proposed Clean Fleet Policy – Complete
- Review of existing control strategies included in the State Implementation Plan (SIP) – Complete
- Gather public comments on potential control strategies to include in the SIP – In progress
- Review/research previous and existing efforts to collect transportation-related revenue from alternative fuel vehicles – Complete
- Develop list of best practices/feasibility options for transportation-related revenue collection for policymakers – In progress

Barrier Reduction Initiatives Milestones

- Solicit information from fleets regarding current obstacles to implementing alternative fuel projects - Complete
- Research obstacles that have been identified as well as new obstacles that prevent alternative fuel adoption – Complete
- Secure location and travel accommodations for the Propane Engine Fuel Summit (Summit) – Complete
- Identify industry topics for the Summit – Complete
- Coordinate panelists and moderators for the Summit – Complete
- Produce agenda for the Summit – Complete
- Host a website for the Summit – Complete
- Develop outline for the Summit – Complete
- Produce video for the Summit – Complete
- Perform post-Summit follow-up - Complete

Safety and Training Initiatives Milestones

- Provide end-user training for light-duty natural gas vehicles – Complete
- Provide first responder train-the-trainer training for alternative fuel vehicles – Complete
- Provide end-user training for electric vehicles- Complete
- Provide training on propane safety and handling through a live-streaming webcast. Topics include refueling, infrastructure development, fleet perspective and product availability. – Complete
- Host reserved AFV webinar/workshop – In progress
- Secure locations for diesel technician trainings - Complete

Market Development/Outreach Initiatives Milestones

- Recruit partner schools/districts to participate in biodiesel education program - Complete
- Develop employee handbook, collateral materials, and collection template for biodiesel education program – In progress
- Develop signs for AFV parking program - Complete
- Identify suitable locations for parking spaces for AFV parking program – In progress
- Issue Request for Proposals for mobile app development (contest) related to AFV parking program - Complete
- Develop Year 1 recognition criteria for fleet recognition - Complete
- Host Year 1 recognition – Complete
- Develop brand for fleet recognition – In progress
- Develop Year 2 criteria (tie to Clean Fleet Policy) for fleet recognition – In progress

Task 1: Project Management and Administration

- Manage the costs, schedule and scope of the project and report status and progress to the Department of Energy

Task 2: Policy Initiative

- Update new measures in the SIP and research new programs that promote alternative fuels for inclusion in the SIP
- Conduct research into previous and existing attempts to collect transportation-related revenue from alternative fuel vehicles
- Evaluate the feasibility of setting goals in the clean fleet vehicle policy related to the use of alternative fuels

Task 3: Barrier Reduction Initiative

- Research issues, such as city ordinances related to zoning for electric vehicle supply equipment and ADA-compliant parking lot striping, and evaluate what other potential regulatory barrier may exist in state or city ordinances throughout the region
- Create a learning environment to educate participants about propane-industry related topics and technologies

Task 4: Safety and Training Initiative

- Provide first responder train-the-trainer safety training that will cover alternative fuels
- Provide training for end users that will address the concepts of working with natural gas
- Provide training that will teach participants the fundamentals of theory, equipment, safety and good work practices when dealing with propane vehicles
- Provide training for experienced automotive technicians, fleet managers, and students covering a basic understanding of the history, technology and application of advanced electric drive vehicles
- Provide training sessions in order to improve the acceptance and minimize misdiagnosis associated with biodiesel use
- Provide training on various aspects of propane fuel safety and handling. Topics include propane refueling, infrastructure development, fleet perspectives and product availability
- Hosts workshops and webinar for business owners and building managers to provide guidance and training on how to establish a AFV parking program

Task 5: Market Development/Outreach Initiative

- Collaborate with local school(s) to educate employees and students on biodiesel (B20) and promote the fuel at various conventions, conferences and trade shows
- Create a website specifically to allow participants to determine location, speaker information and register online for the planned summit. Website will be publicized through press release distribution and media outreach to industry trade publications throughout the North Central Texas region and local media outlets
- Identify suitable locations for AFV parking spaces; create a website and smartphone application that will provide location specific information of interest to AFV drivers, including the location of AFV parking spaces; purchase and distribute “AFV-Reserved” parking signs and create a public relations campaign to raise awareness among the public about the program
- Develop and implement a Fleet Recognition program that recognizes regional fleets for their efforts toward purchasing alternative fuel and clean vehicles; replicate the program and implement the program in other areas

ACCOMPLISHMENTS

Moving North Texas Forward



Propane Engine Fuel Summit

- Irving Convention Center, March 27, 2014
- ~80 participants on-site
- Over 750 participants online
- 25 top industry leaders
- Archived online – propaneenginefuelsummit.com



A screenshot of the Propane Engine Fuel Summit website. The top section features a video of Ed Benning, General Manager of the Flint Mass Transportation Authority, speaking. To the right of the video is a quote: "So far we have been very pleased with the performance. The (vehicles) are extremely quiet and there's a substantial reduction in carbon dioxide we're emitting." (June 3, 2013). Below the quote is his name and title. The bottom section has a "Jump to Slide" menu with a list of topics: 15. Why Propane?, 16. General Motors, 17. Mark Karney, 18. GM's Propulsion Strategy, 19. General Motors Gaseous Fuel Strategy - Putting the customer first, 20. LPG Propane Van Offerings, 21. GM Gaseous Fuel System Engine, 22. LPG Applications, 23. LPG Cutaways, and 24. Fuel Storage Integrity. To the right of the menu is an "Ask a Question" form with fields for Name, Company, Email, Phone, and Question, and a "Submit" button.

ACCOMPLISHMENTS

Moving North Texas Forward



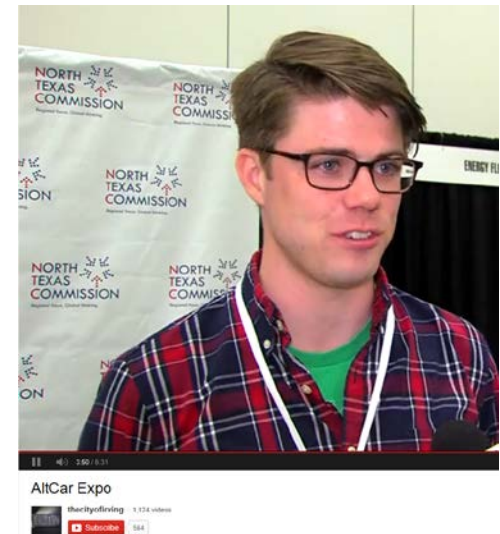
Clean Cities Learning Program

- Three of five trainings held
 - Light-Duty CNG - 12
 - First Responders - 17
 - Advance Electric Drive - 8
- Stakeholder partnerships
 - Training facilities
 - Demonstration vehicles
- Leveraged Recovery Act projects



AFV Parking Program

- Application development contest
- Parking signs
- Outreach
- Media



Subrecipient Partners

- Dallas County Schools
- National Biodiesel Board
- North Texas Commission
- The Sales NetWork
- West Virginia University

Local Governments

- City of Dallas
- City of Fort Worth

Vehicle Providers

- Atmos Energy
- Classic Chevrolet
- Clean Energy
- Oncor Electric Delivery
- Roush CleanTech

Technical Colleges

- Eastfield College
- Universal Technical Institute

Remaining Project Activities

- Complete evaluation of alternative fuel use incorporation into the SIP
- Complete research and recommendations related to alternative fuel implementation barriers
- Complete evaluation of transportation-related revenue methods
- Host remaining trainings (propane and heavy-duty natural gas)
- Implement Clean Fleet Policy and Recognition Program
- Smartphone application for AFV Parking Program
- Business workshops for AFV Parking Program

Related Efforts (Not Project Funded)

- City of Dallas training facility and curriculum (DOE ARRA funded)
- Idling education program
- Calls for projects
- Partnerships with industry/trade associations

SUMMARY

Moving North Texas Forward



- The Moving North Texas Forward project has addressed technical needs related to alternative fuel vehicle safety and maintenance by hosting several workshops and events.
- Best practices and white papers related to the SIP, transportation revenue collection methods, barriers to adoption and clean fleets are currently being developed and will serve as models to other entities, regions and states.
- Resources from previous funding awards were leveraged.
- Partnerships developed through this grant will continue.
- Awareness about alternative fuels is growing in North Central Texas as a result of these activities.